

Lord & Taylor

FIFTH AVENUE



LONDON HATS, \$6.75

Only softest suede could combine casual grace and sophisticated poise with the success revealed by this London hat. Its calm assurance rises to almost any occasion, from motoring or other sports to trim tailored wear. And it offers you a choice of colors, chamois, reindeer, leather tones, blues and greys.

An Importation of Mourning Hats, \$15

In our separate section specializing in correct hats for mourning wear, the newest importation lays equal stress on close fitting styles and larger models with draped veils. Paris models may be reproduced in any fabric.

FOURTH FLOOR

BLACK SATIN, \$1.95 yard

We call it Satin Sublime—perhaps because of its exquisite softness—perhaps because its lustre is unusually lovely. It is 40 inches wide. Other charming black silks are Satin Meteor, at \$2.50 yard, Satin Romain, with soft chiffon finish, at \$3.50 yard, Satin Canton Crepe at \$3.95 yard and Chiffon Velvet at \$5.50 yard.

GROUND FLOOR

WOOL TWEEDS, \$3 yard

Autumn colorings, woodsy browns, golds and greens that smack of a changing landscape and of crisp Fall days—these lend themselves particularly well to the texture of imported mixed tweeds, 54 inches wide. Other rough-soft textures for out-door wear are the Cheviot Plaids, 54 inches wide, at \$3.50 yard.

SECOND FLOOR

CARACUL COATS, \$245

There's a certain something—an air of particular smartness about these caracul coats that explains their lively popularity this season. The black coats have skunk or Australian opossum collar and cuffs; while those in grey have collar and cuffs of blended squirrel.

FOURTH FLOOR

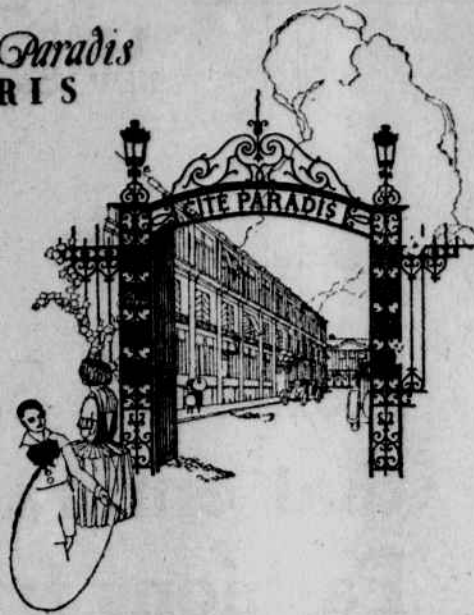
PUMPS AND OXFORDS, \$7.85

The story of new Fall footwear is fascinating indeed! It is eloquently told in strap pumps of patent leather, tan kid or gun metal, with the able assistance of baby Louis heels. And further in a patent leather walking oxford with military heel.

SECOND FLOOR



6 Cité Paradis PARIS



Our Paris Office, 6 Cité Paradis, fulfills a two-fold purpose. Not only does it keep us in touch with every passing whim of fashionable Paris, so that we in turn may give you authoritative news; but it extends to you a most cordial invitation—to pay it a visit whenever you are in Paris!



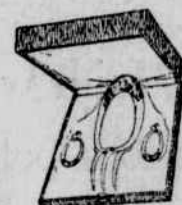
A Musical Powder Box

"Music at every hour, even during the toilette!" cries the irrepressible Parisienne. And this silver powder box, with its gay tunes fulfills her demand. \$12.50



Still Another Variety

A Grande Dame of most exquisite porcelain, in grey and yellow tones—her mission in life is to hold one's most precious face powder. \$35



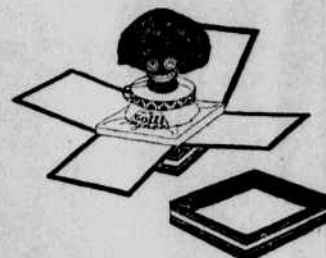
Earrings

Great loops of horn, citron colored and hand-carved in soft reds and blues—these are the earrings—and the graceful comb is like them.

GROUND FLOOR

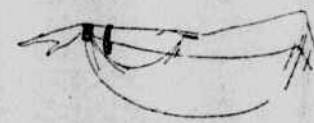
Handkerchiefs

Real lace—Duchesse, Pointe de Lille, Binche, Valenciennes—edges the handkerchiefs from Brussels. Those from Paris are finely handspun, with drawn-work or hand-embroidery.



Perfume

No one but Vigny would have dared to encase this haunting odor in a weird mannikin-carafe, topped with a furry black head, and to name it—"Golliwog!" \$10



Bracelets

Jet, both of them, but here—in their similarity ends. For one is delicate tracery-work; the other groups squares around a cameo.



Fans

Paris unblushingly borrows from Spain to create this black lace fan of beguilingly original shape, studded with tiny gold beads.



CHIFFON VELVET ROBE

\$39.50 and tax

The soft lustrous quality of the chiffon velvet, the graceful side-draping, the warm Moufflon around the collar, and theorgette lining combine in making this one of the loveliest Winter lounging robes we have ever seen at this price.

\$3.95 and \$9.75. Developed in Grenadier crepe de Chine you will find charming nightgowns trimmed with real filet lace at \$9.75 and vests and step-in drawers, hemstitched, at \$3.95 each.

\$5.95. Developed in an excellent quality of crepe de Chine are vests and step-in drawers trimmed with real filet lace at \$5.95 each.

SECOND FLOOR



PARIS FROCKS, \$89.50

Paris continues to sponsor the bateau neckline, the shoulder yoke, the lowered waistline, and expresses her never-wanting ingenuity in an original use of fringe. These notes are expressed in two Paris models, that we have just received. Hand-sewn of crepe marocain. Presented in the Women's Gown Department at \$89.50

COATS AND WRAPS, \$115

'Tis unquestioned that good fabric is important in a woman's coat. But here are coats whose first claim to notice is novelty in silhouette, a striking combination of black cloth with grey fur and the most pleasing of skirt and sleeve flares. Fabrics: Panvelaine, Kashmir Radiant, Pollyanna. Furs: Squirrel, wolf, beaver. Linings: Silk crepe Most moderate at \$115

SUITS, \$65

The woman's suit—unemphasized for a season—again appears with smartness redoubled. A point proven in a new and varied collection of women's suits to be specialized tomorrow at \$65. Just to hint at their variety—trimmings of beaver, squirrel, natural caracul, and nutria grace moussyne, veldyne, and duvet de laine suits. Exceedingly fashionable are two and three piece suits at \$125

BLOUSES, \$7.50

Blouses redouble their charm to keep pace with suits. A silk net is lined with cream chiffon and successfully braided to fashion the over-blouse, right. The crepe de Chine blouse, left, is one of our well-liked tailored models, exceptional at \$7.50

THIRD FLOOR



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&
Taylor